



**CITY OF SCOTTSDALE  
WESTERN THEME MUSEUM AND CULTURAL VENUE  
REQUEST FOR QUALIFICATIONS  
PRE-SUBMITTAL MEETING  
SUMMARIZED MEETING MINUTES**

**FRIDAY, JUNE 15, 2012**

**KIVA CITY HALL  
3939 N DRINKWATER BLVD  
SCOTTSDALE, ARIZONA 85251**

**STAFF:** Rob Millar  
Cindi Eberhardt  
Paul Porell  
Clifford Frey

**PUBLIC IN ATTENDANCE:**

Dave Engert  
Dan Gruber

Rob Millar, Economic Development, called the meeting to order at 10:06 a.m. He explained that the purpose of the meeting is to discuss the recently released RFQ. The City is soliciting experienced and qualified persons to present a creative proposal for a downtown cultural park, Western museum and cultural venue. The pre-submittal meeting is optional, and is intended to provide participants with an opportunity to ask questions. He welcomed qualifying questions for the RFQ. Staff will provide immediate answers if possible. Questions can be submitted verbally, but he asked that they also be submitted in writing, since the questions and answers will be made available as part of the official documentation of the meeting.

Mr. Millar explained that questions could be submitted in writing until the deadline on June 22. The City has seven days to respond. He welcomed attendees to tour the site following the meeting. The Loloma Transit Center will be opened for review.

Mr. Millar stated that the goals of the project are to create a high -quality cultural park that includes a museum representing the art, cultures, and traditions of the American West, along with a cultural venue that would complement the museum. The area surrounding the site is culturally rich, with the Scottsdale Artists' School to the south, and

the Gallery District to the north. Proposals should preserve that quality. Another goal is to support the downtown economic hub. Whatever is proposed should comply with all regulatory requirements. Rezoning will be required for all three parcels. The rezoning process will be dictated, in part, by whatever proposal the City Council chooses to move forward on. The proposed use must maximize the return on the public's investment for the City-owned property.

Mr. Millar explained that the RFQ would result in a service agreement with a qualified vendor. The City has earmarked a piece of the bed tax to satisfy debt service up to \$7.5 million for the Western museum component only. This funding is being reserved pending a proposal that the City Council can react to. This is the only City contribution that has been identified to date. Proposals should identify that tenants will provide all funding beyond the City's investment. In terms of design and construction, A.R.S Title 34 would apply.

Mr. Millar said the Western museum concept has been a goal of the community for 20 years. The 2006 feasibility study proposed what was viewed as possible at the time. Submitters are free to propose ideas that differ from that study, so long as they also submit analysis that talks about the demand and the market study for that concept. The center parcel is adjacent to the museum site, and must be dedicated to a cultural use that complements the museum. That must not include residential, multi-family, retail, or office use. The City has no desire to be in competition with the private sector in these uses.

Mr. Millar said the City encourages submitters to analyze ways to address parking concerns, should a proposed use warrant it. The proposal should also address ideas for relocating Stagebrush Theater operations. The transit parcel currently has a Federal Transit Authority (FTA) obligation on it. The FTA has agreed to switch that site with another location once improvements are made to Thomas Road. Once the switch is made, the transit parcel will be available for use.

Mr. Millar stated that a team would evaluate and rank submittals on a point system:

- The museum - 20 points.
- Submitter qualifications – 15 points
- Financial capability – 20 points
- Design and construction – 15 points
- Operating plan – 15 points
- Economic impact – 15 points

Questions are due by June 22. Staff has 20 days to respond. Any addendums will be done by July 5. The final submission deadline is July 24. A diverse panel will begin reviewing the qualifications on August 3. The top three submittals will be interviewed, and one will be chosen to appear before City Council on August 27. Proposals should address City goals and explain how the contract would work. The financial capability of the submitter is important to ensure that the commitment is for the long term. The panel will also consider the design of the facility, how it will be constructed, how it will be operated, and what the revenue potentials could be.

Rob Millar and Paul Porell fielded questions from the public.

With no further business to discuss, the meeting adjourned at 10:50 a.m.

Respectfully submitted,  
A/V Tronics, Inc. DBA AVTranz